

IN THE SPECIFICATION

Please amend the specification as follows:

Replace paragraph [0015] starting on page 4 of the specification with the following:

Detection system 22 senses when a user 40 such as user 40a or 40b is in a predetermined viewing ~~area 11~~ area 10 proximate television 20a. As used herein, "viewing area" may include not only the physical space proximate television 20a such as viewing ~~area 11~~ area 10 but one or more adjacent viewing areas as well such as viewing areas 12 and 13 desired by a user 40 with authority to make set viewing ~~area 11~~ area 10 boundaries.

Replace paragraph [0018] starting on page 6, line 3 of the specification with the following:

Using detection system 22, profile processor 34 automatically detects which users 40 of the plurality of entertainment system users 40 are currently using entertainment system 20 or are within viewing ~~area 11~~ area 10 of entertainment system 20. Using these

detected users 40, profile processor 34 automatically creates a composite user profile based on the profiles of each of the plurality of users 40 currently in viewing ~~area 11~~ area 10.

Replace paragraph [0019] starting on page 6, line 8 of the specification with the following:

Each user profile may comprise a view history as well as preferences for the user 40. Additionally, users 40 with appropriate access rights may be allowed to modify their profile, by way of example and not limitation selecting from a set of predefined preference categories. These categories may include genre of entertainment options preferred, e.g. type of music or television program type. Additionally, a user 40 may rank order entertainment options by user preference, time of day viewing preferences, combinatorial preferences, or the like, or any combination thereof. "Combinatorial preference" as used herein means a set of preferences about how to handle preferences of a user 40 in light of other users 40 who may be present in viewing ~~area 11~~ area 10. For example, a given young adult 40a with small children 40c may not have a strong preference for children's

cartoon programming but may have a profile preference that rates children's cartoon programming very highly if a three year old 40c is present in viewing-~~area 11~~ area 10.

Replace paragraph [0023] starting on page 8, line 4 of the specification with the following:

In the operation of an exemplary embodiment, as opposed to the prior art, the present invention addresses making a set of entertainment option recommendations based on a plurality of users 40, not just a single user 40. Accordingly, in one exemplary embodiment, the system first identifies each of the users 40 in viewing ~~area 11~~ area 10 and then presents entertainment option recommendations limited to those entertainment options having a common rating by users 40 in viewing-~~area 11~~ area 10, e.g. members of the household even if they are not physically present in the same room. By way of example and not limitation, if three year old user 40c mentioned above is not in the same ~~room 11~~ room 10 as television 20a but is within line of sight or within hearing range of television 20a, such as in room 13, parent 40a of three year old user 40c may want to have the presence of three year old user 40c

taken into account when having recommendations presented. For example, if three year old user 40c is in a kitchen and television 20a in a den adjacent to the kitchen, parent 40a may still opt to have children's cartoon programming more highly recommended than a movie station.

Replace paragraph [0024] starting on page 8 of the specification with the following:

When all users 40 in viewing ~~area 11~~ area 10 are detected and identified, a profile for each user 40 identified is retrieved for further processing. Users 40 who are detected but not identified or who do not have a profile established may be represented by a default profile. The profiles of detected users 40 are then combined in a predetermined manner into a composite user profile and a list of entertainment option recommendations is generated and made available to users 40 in viewing ~~area 11~~ area 10 that reflects the composite user profile.

Replace paragraph [0026] starting on page 9 of the specification with the following:

In a currently contemplated alternative, instead of generating a composite user profile, the available entertainment options are analyzed and rated against a previously created (or default) profile of each user 40 present in viewing ~~area 11~~ area 10. Only when an entertainment option is rated at or above a predetermined threshold value by all of these users 40 will that entertainment option be recommended.

Replace paragraph [0031] starting on page 11 of the specification with the following:

Referring now to FIG. 2, when television 20a is powered on or otherwise triggered, such as by a timer, detection system 22 detects 110 users 40 who are within predetermined viewing ~~area 11~~ area 10.

Replace paragraph [0035] starting on page 11 of the specification with the following:

Currently, several techniques of creating a composite user profile are envisioned although others will be familiar to those of ordinary skill in the computer arts. In a first technique, all

profiles gathered are combined arithmetically to create a non-weighted sum of all profiles of the identified users 40. Those entertainment options of the resulting composite user profile reflecting entertainment option preferences having the greatest arithmetic value are presumed to be entertainment options having the greatest appeal to the users 40 in viewing ~~area 11~~ area 10.

Replace paragraph [0036] starting on page 12, line 10 of the specification with the following:

In a second technique, all profiles gathered are combined arithmetically where the preferences of each detected and identified user 40 are further manipulated according to a predetermined weight, such as by multiplying, to create a weighted sum of all profiles of the detected and identified users 40. As with the first technique, those entertainment options of the resulting composite user profile having the greatest resulting arithmetic value are presumed to be entertainment options having the greatest appeal to the users 40 in viewing ~~area 11~~ area 10.

Replace paragraph [0037] starting on page 12, line 10 of the

specification with the following:

In a third technique, all profiles gathered are combined by including only those components of each profile of each detected and identified user 40 that equal or exceed a predetermined threshold value. All entertainment options at or above this threshold are presumed to be entertainment options having the greatest appeal to the users 40 in viewing ~~area 11~~ area 10.

Replace paragraph [0041] starting on page 13, line 11 of the specification with the following:

Once the sets of positive and negative programs are created, scores for each member of the sets may be generated 160 from the composite user profile. As used herein, "scores" comprises numerical values associated with each member of the sets of positive and negative entertainment options by which each member of the sets of positive or positive and negative entertainment options are able to be gauged against other members of that set and/or against a predetermined threshold for use in generating recommended members of the set. Scores may be generated using the preferences or the composite preferences. In a currently preferred embodiment,

scores are generated only for positive entertainment options. In a further exemplary embodiment, recommendations may be generated from the set of entertainment options matching a score threshold but limited to a predetermined time frame. By way of example and not limitation, scores may be generated to determine which of the available entertainment options are to be recommended based on the plurality of users 40 by rating the entertainment options of a predetermined time frame against each of the previously created individual profiles of each user 40 present in viewing ~~area 11~~ area 10 and then presenting only the entertainment options that meet or exceed a predetermined rating threshold in each of the each of the previously created individual profiles of each user 40 present in viewing ~~area 11~~ area 10.